

INVOICE



WPBF
3970 RCA Boulevard
Suite 7007
Palm Beach Gardens, FL 33410
Main: (561)694-2525
Billing: (407)389-7661

www.thewpbfcchannel.com

Billing Address:

McLaughlin & Associates
Attention: Accounts Payable
566 S. Route 303
Blauvelt, NY 10913

Invoice #	Invoice Date	Invoice Month	Invoice Period
952681-1	09/30/12	September 2012	08/27/12 - 09/24/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
NRSC/Mack/R/Senate	NRSC/MACK	477

Flight Dates	Order #	Alt Order #
09/19/12 - 09/24/12	952681	06319407

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
1	09/24/12	09/24/12	WPBF News 25 Mornings	6-7AM	1-----	:30	1	\$200.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/24/12 09/30/12 1----- 1 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 09/24/12 6:30 AM WPBF News 25 Mornings 6-7AM :30 CMDF0917RH \$200.00 NM									
2	09/19/12	09/21/12	WPBF News 25 Mornings	6-7AM	--WTF--	:30	3	\$200.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/17/12 09/23/12 --WTF-- 3 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF W 09/19/12 6:21 AM WPBF News 25 Mornings 6-7AM :30 CMDF0917RH \$200.00 NM									
1 WPBF Th 09/20/12 6:40 AM WPBF News 25 Mornings 6-7AM :30 CMDF0917RH \$200.00 NM									
3 WPBF F 09/21/12 6:22 AM WPBF News 25 Mornings 6-7AM :30 CMDF0917RH \$200.00 NM									
3	09/24/12	09/24/12	Good Morning America	7-9AM	1-----	:30	1	\$250.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/24/12 09/30/12 1----- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 09/24/12 7:30 AM Good Morning America 7-9AM :30 CMDF0917RH \$250.00 NM									
4	09/19/12	09/21/12	Good Morning America	7-9AM	--WTF--	:30	3	\$250.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/17/12 09/23/12 --WTF-- 3 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF W 09/19/12 8:54 AM Good Morning America 7-9AM :30 CMDF0917RH \$250.00 NM									
2 WPBF Th 09/20/12 7:00 AM Good Morning America 7-9AM :30 CMDF0917RH \$250.00 NM									
3 WPBF F 09/21/12 8:39 AM Good Morning America 7-9AM :30 CMDF0917RH \$250.00 NM									
5	09/24/12	09/24/12	The View	11A-12PM	1-----	:30	1	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/24/12 09/30/12 1----- 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 09/24/12 11:00 AM The View 11A-12PM :30 CMDF0917RH \$350.00 NM									
6	09/19/12	09/21/12	The View	11A-12PM	--WTF--	:30	2	\$350.00	NM

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952681-1	09/30/12	September 2012	08/27/12 - 09/24/12
Advertiser	Product	Estimate Number	
NRSC/Mack/R/Senate	NRSC/MACK	477	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/17/12 09/23/12 --WTF-- 2 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Th 09/20/12 11:32 AM The View 11A-12PM :30 CMDF0917RH \$350.00 NM									
2 WPBF F 09/21/12 11:34 AM The View 11A-12PM :30 CMDF0917RH \$350.00 NM									
7	09/24/12	09/24/12	WPBF News 25 @ Noon	12pm-1230pm	1-----	:30	1	\$160.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/24/12 09/30/12 1----- 1 \$160.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 09/24/12 12:30 PM WPBF News 25 @ Noon 12pm-1230pm :30 CMDF0917RH \$160.00 NM									
8	09/19/12	09/21/12	WPBF News 25 @ Noon	12pm-1230pm	--WTF--	:30	3	\$160.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/17/12 09/23/12 --WTF-- 3 \$160.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF W 09/19/12 12:28 PM WPBF News 25 @ Noon 12pm-1230pm :30 CMDF0917RH \$160.00 NM									
3 WPBF Th 09/20/12 12:09 PM WPBF News 25 @ Noon 12pm-1230pm :30 CMDF0917RH \$160.00 NM									
1 WPBF F 09/21/12 12:11 PM WPBF News 25 @ Noon 12pm-1230pm :30 CMDF0917RH \$160.00 NM									
9	09/24/12	09/24/12	Dr. Oz	4-5p	1-----	:30	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/24/12 09/30/12 1----- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 09/24/12 4:26 PM Dr. Oz 4-5p :30 CMDF0917RH \$400.00 NM									
10	09/19/12	09/21/12	Dr. Oz	4-5p	--WTF--	:30	2	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/17/12 09/23/12 --WTF-- 2 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF Th 09/20/12 4:12 PM Dr. Oz 4-5p :30 CMDF0917RH \$400.00 NM									
1 WPBF F 09/21/12 4:39 PM Dr. Oz 4-5p :30 CMDF0917RH \$400.00 NM									
11	09/24/12	09/24/12	M-F 5pm News	5-6pm	1-----	:30	1	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/24/12 09/30/12 1----- 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 09/24/12 5:40 PM M-F 5pm News 5-6pm :30 CMDF0917RH \$350.00 NM									
12	09/19/12	09/21/12	M-F 5pm News	5-6pm	--WTF--	:30	3	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/17/12 09/23/12 --WTF-- 3 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF W 09/19/12 5:22 PM M-F 5pm News 5-6pm :30 CMDF0917RH \$350.00 NM									
2 WPBF Th 09/20/12 5:14 PM M-F 5pm News 5-6pm :30 CMDF0917RH \$350.00 NM									
3 WPBF F 09/21/12 5:57 PM M-F 5pm News 5-6pm :30 CMDF0917RH \$350.00 NM									
13	09/24/12	09/24/12	WPBF News 25 @ 6:00PM	6-6:30PM	1-----	:30	1	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
09/24/12 09/30/12 1----- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 09/24/12 6:11 PM WPBF News 25 @ 6:00PM 6-6:30PM :30 CMDF0917RH \$500.00 NM									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

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Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
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Advertiser		Product	Estimate Number
NRSC/Mack/R/Senate		NRSC/MACK	477

www.thewpbffchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
13	09/24/12	09/24/12	WPBF News 25 @ 6:00P 6-6:30PM		1-----	:30	1	\$500.00	NM
Class of Time - Pre-emptible with notice									
14	09/19/12	09/21/12	WPBF News 25 @ 6:00P 6-6:30PM		--WTF--	:30	2	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 --WTF-- 2 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF W 09/19/12 6:12 PM WPBF News 25 @ 6:00PM 6-6:30PM :30 CMDF0917RH \$500.00 NM 2 WPBF F 09/21/12 6:25 PM WPBF News 25 @ 6:00PM 6-6:30PM :30 CMDF0917RH \$500.00 NM									
15	09/19/12	09/21/12	Wheel Of Fortune	7-7:30PM	--WTF--	:30	2	\$750.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 --WTF-- 2 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPBF W 09/19/12 7:07 PM Wheel Of Fortune 7-7:30PM :30 CMDF0917RH \$750.00 NM 1 WPBF F 09/21/12 7:13 PM Wheel Of Fortune 7-7:30PM :30 CMDF0917RH \$750.00 NM									
16	09/24/12	09/24/12	Jeopardy	7:30-8PM	1-----	:30	1	\$850.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 1----- 1 \$850.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF M 09/24/12 7:42 PM Jeopardy 7:30-8PM :30 CMDF0917RH \$850.00 NM									
17	09/19/12	09/21/12	Jeopardy	7:30-8PM	--WTF--	:30	2	\$850.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 --WTF-- 2 \$850.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPBF W 09/19/12 7:28 PM Jeopardy 7:30-8PM :30 CMDF0917RH \$850.00 NM 1 WPBF Th 09/20/12 7:28 PM Jeopardy 7:30-8PM :30 CMDF0917RH \$850.00 NM									
18	09/24/12	09/24/12	M-SUN WPBF News 25 @11-11:35PM		1-----	:30	1	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 1----- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF M 09/24/12 11:31 PM M-SUN WPBF News 25 @ 11PM 11-11:35PM :30 CMDF0917RH \$500.00 NM									
19	09/19/12	09/21/12	M-SUN WPBF News 25 @11-11:35PM		--WTF--	:30	3	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 --WTF-- 3 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPBF W 09/19/12 11:30 PM M-SUN WPBF News 25 @ 11PM 11-11:35PM :30 CMDF0917RH \$500.00 NM 3 WPBF Th 09/20/12 11:26 PM M-SUN WPBF News 25 @ 11PM 11-11:35PM :30 CMDF0917RH \$500.00 NM 1 WPBFF 09/21/12 11:25 PM M-SUN WPBF News 25 @ 11PM 11-11:35PM :30 CMDF0917RH \$500.00 NM									
20	09/24/12	09/24/12	Nightline	11:35-12:05AM	1-----	:30	1	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 1----- 1 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF M 09/24/12 11:54 PM Nightline 11:35-12:05AM :30 CMDF0917RH \$275.00 NM									
21	09/19/12	09/21/12	Nightline	11:35-12:05AM	--WTF--	:30	2	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									

DU DATE INVOICE

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952681-1	09/30/12	September 2012	08/27/12 - 09/24/12
Advertiser	Product	Estimate Number	
NRSC/Mack/R/Senate	NRSC/MACK	477	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
21	09/19/12	09/21/12	Nightline Class of Time - Pre-emptible with notice	11:35-12:05AM	--WTF--	:30	2	\$275.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Th 09/20/12 11:56 PM Nightline 11:35-12:05AM :30 CMDF0917RH \$275.00 NM									
2 WPBF F 09/21/12 11:54 PM Nightline 11:35-12:05AM :30 CMDF0917RH \$275.00 NM									
22	09/22/12	09/22/12	Sat 6-7am News Class of Time - Pre-emptible with notice	Sat 6-7am	-----1-	:30	1	\$110.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/17/12 09/23/12 -----1- 1 \$110.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Sa 09/22/12 6:12 AM Sat 6-7am News Sat 6-7am :30 CMDF0917RH \$110.00 NM									
23	09/22/12	09/22/12	Sat 8-9am News Class of Time - Pre-emptible with notice	Sat 8-9am	-----1-	:30	1	\$225.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/17/12 09/23/12 -----1- 1 \$225.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Sa 09/22/12 8:14 AM Sat 8-9am News Sat 8-9am :30 CMDF0917RH \$225.00 NM									
24	09/22/12	09/22/12	Sat 7pm News Class of Time - Pre-emptible with notice	7-730pm	-----1-	:30	1	\$400.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/17/12 09/23/12 -----1- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Sa 09/22/12 7:34 PM Sat 7pm News 7-730pm :30 CMDF0917RH \$400.00 NM LR - Football									
25	09/23/12	09/23/12	Sun 630pm News Class of Time - Pre-emptible with notice	630-7pm	-----1	:30	1	\$325.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/17/12 09/23/12 -----1 1 \$325.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Su 09/23/12 6:52 PM Sun 630pm News 630-7pm :30 CMDF0917RH \$325.00 NM									

Total Spots 41

Payment Terms 30 Days

<u>Gross Total</u>	\$15,525.00
<u>Agency Commission</u>	\$2,328.75
<u>Net Amount Due</u>	\$13,196.25